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July 17, 2000

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Ms. Magalie R. Salas
Secretary
Federal Communication Commission
445 12th Street, S.W. - The Portals
Washington, D.C. 20554

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RECEIVED

JUL 17 2000

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: **FOR PUBLIC INSPECTION**
Response to June 23, 2000 Request for Further Information
Applications of America Online, Inc. and Time Warner Inc. for Transfers of
Control
CS Docket No. 00-30 /

Dear Ms. Salas:

America Online, Inc. ("AOL") and Time Warner Inc. ("Time Warner") are today jointly submitting their narrative response to the June 23, 2000 letter from Ms. Royce Dickens, Deputy Chief, Policy and Rules Division, the Cable Services Bureau, requesting certain documents and information. As set forth in that response, AOL and Time Warner are each submitting documents responsive to the Commission's request. Documents submitted by AOL are transmitted herewith.

Pursuant to our June 16, 2000 and June 28, 2000 procedural meetings with Royce Dickens, Darryl Cooper, Anne Levine, Carl Kandutsch, and Nancy Stevenson of the Cable Services Bureau and Jim Bird of the Office of General Counsel to discuss the parameters of our response, we have responded to the production request by identifying and then searching the files and records of key AOL officials with responsibilities relevant to AOL's involvement in and analysis of: AOLTV, the provision of Internet services, the benefits of the merger, ownership interests of AOL, and the Memorandum of Understanding between the parties. Accordingly, we are providing herewith responsive documents obtained from AOL officials listed in Attachment A.

Two copies of all non-confidential documents intended for inclusion in the public record in this proceeding are provided with the version of this cover letter marked "For Public Inspection." Confidential documents have been redacted in whole and are submitted with title pages in place of the actual redacted documents for purposes of our public submission. One copy of all confidential documents is being submitted with the version of this cover letter marked

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List A B C D E

Magalie Roman Salas, Secretary

July 17, 2000

Page 2

"Confidential: Not for Public Inspection." These materials are being filed under seal with the FCC Secretary's Office and should not be placed in the public record in this proceeding. Copies of all confidential documents are also being delivered under seal to Royce Dickens and Linda Senecal. The confidential documents submitted by AOL are marked "Confidential: Not for Public Inspection" and "Copying Prohibited" in accordance with the Protective Order adopted in this proceeding on April 6, 2000 (DA 00-780).

In accordance with our understandings with Commission staff, certain redactions to confidential documents may have been made where portions of the submitted documents are not responsive or otherwise material to the Commission's requests, or are subject to privilege, *e.g.*, attorney/client privilege. Finally, in response to questions 2.23-2.26, we have excluded wholly-owned entities and foreign entities not conducting business in the United States.

Please note that certain agreements identified as responsive to the information and document request are the subject of confidentiality provisions. AOL has provided the requisite notices and will submit such documents shortly after expiration of required brief waiting periods or receipt of required approvals.

Please do not hesitate to contact me should you have any questions regarding this letter or the documents produced herewith.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Peter D. Ross".

Peter D. Ross

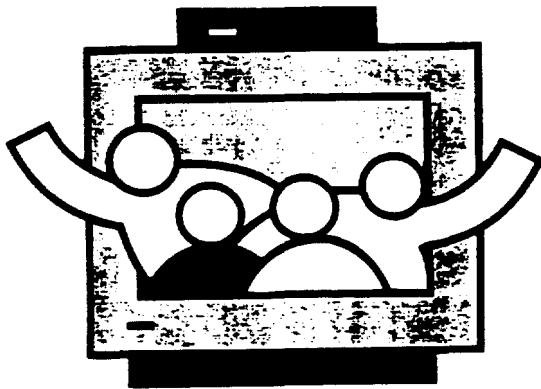
Counsel for America Online, Inc.

cc w/ Attachment: Royce Dickens, Cable Services Bureau
Linda Senecal, Cable Services Bureau

ATTACHMENT A

1. Barry Appelman, Senior Vice President, Technology
2. Janice Brandt, President, Marketing
3. Paul T. Cappuccio, Senior Vice President and General Counsel
4. Steve Case, Chairman and CEO
5. David Colburn, President, Business Affairs
6. Miles Gilburne, Senior Vice President, Corporate Development
7. J. Michael Kelly, Senior Vice President and Chief Financial Officer
8. Jeff Lindsay, Director, Corporate Development
9. Ken J. Novack, Vice Chairman
10. Robert W. Pittman, President and Chief Operating Officer
11. Bill Raduchel, Chief Technology Officer
12. Jay Rappaport, Senior Vice President, Business Affairs
13. Jonathan Sacks, Senior Vice President and General Manager
14. Barry M. Schuler, President, Interactive Services Group
15. Carlos Silva, Vice President, AOL Devices
16. Mayo S. Stuntz, Jr., Chief Operating Officer, Interactive Services Group
17. Mario Vecchi, Vice President, Technology
18. George Vradenburg, III, Senior Vice President, Global and Strategic Policy

AOLTV

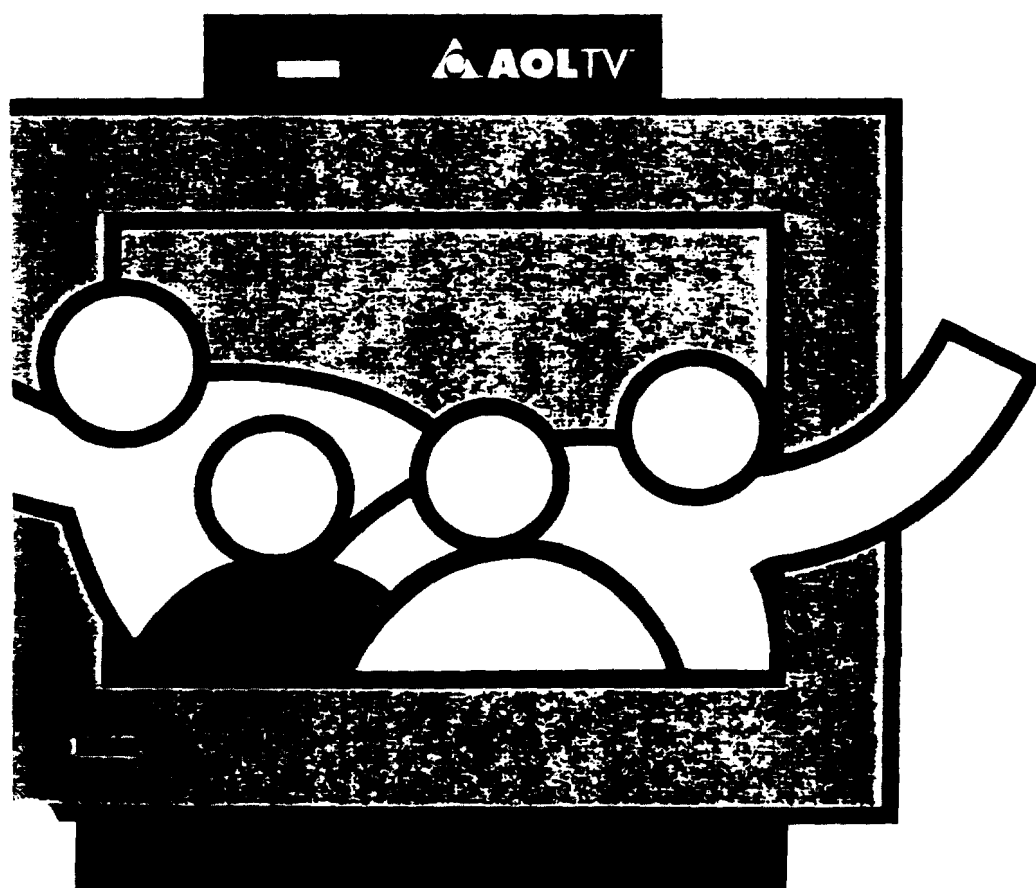


Product Summary

AOL(2)000447

Contents

Overview—Introducing AOLTV	2
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About AOLTV Features	5
Customer Service, Equipment & Instructions, Connectivity, Availability, Partners	20





OVERVIEW — INTRODUCING AOLTV

A Service from America Online, Inc.

AOLTV™ is an exciting, new interactive service designed to enhance the television viewing experience and make the TV more entertaining and useful for millions of consumers.

AOLTV features a state-of-the-art AOLTV Program Guide™ and navigation features, which help viewers find what they want on TV faster and easier. In addition, AOLTV brings some of the most popular AOL features and services to the TV, enabling members to read and send e-mail, exchange instant messages, chat online and even access the Internet and browse the Web—anywhere they watch TV.

For programming partners, AOLTV offers an opportunity to bring enhanced and complementary interactive content to television viewers through the AOLTV content Channels™, including contextual chats, interactive polls, in-depth national and local information, and much more.

Revolutionizing Television

More and more, people are making the Internet and the online medium a central part of their life. They want to be able to get online to get information and stay in touch with others—from more places and whenever they want. AOLTV is another easy-to-use way for everyone in the family to enjoy the benefits and value of the everyday interactive experience, while they enjoy a better television experience. AOLTV revolutionizes television by making the ordinary, one-way TV experience more dynamic, intuitive and easy-to-navigate; and enhancing it with personal interactivity, communication and information.

Imagine this scenario that occurs in many homes every day. While people settle in to watch television, they begin scrolling up and down a list of channels, passively looking for something to watch, or they surf endlessly through the whole channel line-up. Once they find a program they're interested in, they have to enter the channel number in order to see the program. Then they decide they want to watch something else—and have to start scrolling, searching and entering numbers all over again.

While watching a show they like, they think about how great it would be to talk to a friend, see how their stocks fared that day, get the score of a game, and check the weather forecast for the weekend. They also think about that one last email that they've forgotten to send or read. They want to do all this, but really want to keep watching the show.

With AOLTV, they can. And they don't have to wait until a commercial break, miss one moment of a favorite program, or leave the comfort of the sofa. Best of all, AOLTV gives viewers more control and makes navigating an array of TV channels simpler and easier—no scrolling through lists over and over. The AOLTV Program Guide lets them quickly and easily find a show according to specific categories such as Networks/Local, News, Money, Sports, Kids & Family, Movies, Interests, Music, Shopping, Pay-Per-View and Local Access. Members just point and click on a show listing to see a "summary"

AOL(2)000449

before viewing the show. And, to ensure that no one misses their favorite programs, AOLTV lets them set "reminders" and even "record" shows when they are away from their TV.

How Does AOLTV Work?

AOLTV is not a computer for the television—it's a new interactive service that delivers AOL's popular features, content and services on the television through a small set-top box. The AOLTV set-top box plugs into the television through a cable port, and connects online through a dial-up phone line. Viewers watch their favorite TV shows and interact with the AOLTV service using a lightweight, wireless remote keyboard and a standard remote control.

AOLTV is easy-to-use and easy-to-learn. All that is needed to operate AOLTV is a television and a phone line; everything else is provided with the service, including membership to AOL and access to its global community of over 22 million people, and AOL's 24 hour customer service. AOLTV members can watch their favorite shows—while they connect online, create up to 7 personal e-mail accounts, send and receive e-mail and communicate in real-time with friends and family around the world via instant messages. AOLTV has Picture-in-Picture viewing, so while people are writing e-mail, the TV program is reduced to a smaller one-quarter screen size—so they can continue watching as they communicate with others online, visit Web sites and use other interactive features. AOLTV's special Notification Bar displays unobtrusive alerts to indicate when a viewer has new e-mail messages or is receiving an instant message—and with a single click the TV program can be maximized again to full screen size.

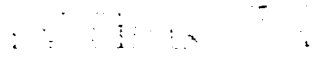
1920s: Early experiments with television occur with Vladimir Zworykin's "conoscope" and primitive color TV.

It's Enhanced Television

AOLTV makes it easy for everyone in the family to get the most out of their TV and have a personal, valuable interactive experience. The AOLTV Main Menu gives viewers one touch shortcuts to all of the interactive features of the AOLTV service, and also to the AOLTV Program Guide. The Program Guide organizes and simplifies television programming available for each household into easy-to-navigate categories to make finding favorite programs faster and easier.

AOLTV's interactive features never get in the way of enjoying and watching television; they are always easily accessible whenever people need with one touch on the easy wireless remote keyboard. In addition to the convenience of the Picture-in-Picture feature, Buddy Lists are translucent, and fade or disappear when a viewer is inactive, or watching a program.

AOLTV also offers interactive content and programming to complement TV shows through new AOLTV Channels. Sports fans, for example, watching a big game on TV can tune into the AOLTV Sports Channel to get immediate stats, scores, highlights and additional coverage for other games and events. At any time, TV viewers can get instant weather forecasts for cities around the world, local news updates, track stocks in their personal portfolio while watching business and market reports, even join a chat community on a topic of interest or participate in online polls and vote on different issues while watching headline news.



1927: First all-electronic
television picture transmitted
by Philo Taylor Farnsworth.

At any time, members can go back to full picture viewing or simply sign-off of the AOLTV service.

Consumer-Friendly Features Make the AOLTV Interactive Experience Enjoyable for Everyone

Parents will appreciate a built-in Parental Controls feature, which enables them to safeguard their children by limiting access to features such as chat, e-mail, instant messaging and the Internet. AOLTV's You've Got Pictures™ feature enables families to view photos - right on the TV - and email them to share with friends and family, create slide shows and online albums, and easily order reprints and photo gifts. And Shop @ AOL offers TV viewers the most convenient one-stop shopping resource available online.

HIGHLIGHTS OF AOLTV

Quick Start "Main Menu"

Easy Access to All TV and Interactive Features and Services

Personal AOLTV Screen Names

Wireless Remote Keyboard and Universal Remote Control

Innovative AOLTV Program Guide

Makes it Easier than Ever for People to Find What They Want to Watch on TV

Picture-in-Picture Viewing

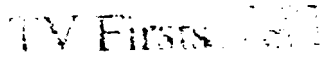
Watch TV & Use AOLTV Features at the Same Time

AOLTV Notification Bar

Automatic Alerts for E-Mail and Other Features

Easy Access to Email

While Watching Television



1934: First public
demonstration of
Farnsworth's TV system;
he is awarded priority of
invention from the U.S.
Patent office.

Buddy List

• See When Friends and Family are Online

Instant Messages

Communicate in Real-Time with Friends & Family

AOLTV Chat

Participate in AOL's Online Chat Discussions

AOLTV Channels

Interactive Content and Programming to Complement TV Shows

Access AOL Keywords and Explore, Browse and Search the Web

Favorites Places

Fast Access to Specific Information and Services

Built-in Parental Controls and Consumer-Friendly Features
for a Safe Online Environment

You've Got Pictures

Share Photos Easily Online

Shop @ AOL

Convenient Shopping for Items and Services Around the World

AOL Quick Checkout

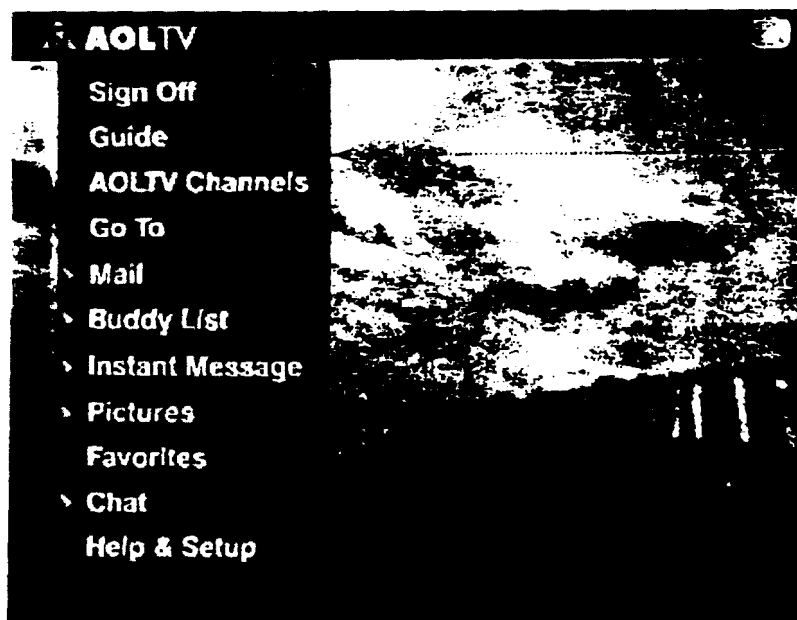
Safe, Secure Online Wallet Technology

ABOUT AOLTV FEATURES

AOLTV enhances television, makes ordinary TV viewing better and adds new personal interactivity, communication and information. Subscribers to the AOLTV service will be able to watch TV while they keep in touch with family and friends, connect to a world of entertainment and communities, surf the Web, shop for gifts online and more.

Quick Start "Main Menu"

Easy Access to All TV and Interactive Features and Services



TV FIRST

1930s: NBC and CBS open the first experimental TV stations. By 1939, NBC broadcasts several programs and even live footage from a fire in the New York City area.

Figure 1: The AOLTV Main Menu makes it clear and easy to get to the AOLTV Program Guide and interactive content Channels.

From this Menu, viewers sign onto the AOLTV service, click "E-Mail" to read their messages, "Buddy List" to see who is online, "Instant Message" to chat with a friend, "Chat" to join an online discussion, "Go To"—to access an AOL Keyword or a Web site, "Pictures" to view and share pictures, and more.

Everything TV viewers want and need is just one touch away.

AOL(2)000452

TV Plus

1939: NBC kicks off the TV era in earnest at the World's Fair in New York, broadcasting the opening address by President Franklin D. Roosevelt.

After installing AOLTV, the first thing television viewers will see on their set is the AOLTV Main Menu. The Main Menu provides "one touch" shortcuts, from the wireless remote keyboard or remote control, to the AOLTV Program Guide and all interactive features and services. From the Main Menu, viewers can quickly access e-mail, instant messages and Buddy Lists, join an AOL chat discussion, browse or search the Web and more.

Personal AOLTV Screen Names

From the Main Menu, AOLTV subscribers "Sign On" as a member to the AOLTV service using a personal "Screen Name," which they customize. AOLTV uses America Online's existing Screen Name system and enables members to create up to seven unique Screen Names and private passwords per account—so everyone in the family can have their own personal online identity. Current AOL members, who subscribe to AOLTV, can use their existing screen names.

As with the AOL service on the computer, AOLTV members designate a "master" Screen Name, which is used to set Parental Controls, access billing information, payment method and billing contacts, as well as other options to manage the remaining Screen Names on the account.

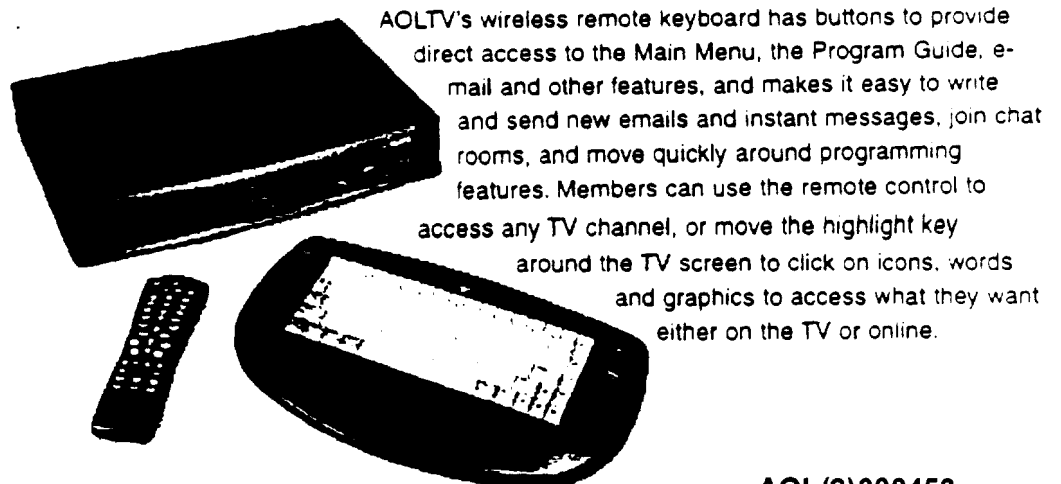
AOLTV members use their Screen Names for e-mail, to instant message one another and personalize content and services. AOLTV members will also be part of the AOL's global community of over 22 million AOL service subscribers and can communicate with any AOL member (and AOL Instant Messenger™ users)—even if they are using AOL on their computer. This provides AOL members—who continue to spend more and more time online—with another way to access their favorite AOL features and services and stay connected to AOL's global community.

Wireless Remote Keyboard and Universal Remote Control

AOLTV comes with a lightweight wireless remote keyboard and a standard universal remote control, so members can quickly access all interactive and TV features with simple clicks, while sitting on their sofa, in the family room or wherever they have a television.

Figure 2: The AOLTV set-top box, universal remote control and wireless remote keyboard.

All that consumers need to operate AOLTV is a television and a phone line; everything else is provided with the service.



AOLTV's wireless remote keyboard has buttons to provide direct access to the Main Menu, the Program Guide, e-mail and other features, and makes it easy to write and send new emails and instant messages, join chat rooms, and move quickly around programming features. Members can use the remote control to access any TV channel, or move the highlight key around the TV screen to click on icons, words and graphics to access what they want either on the TV or online.

AOL(2)000453

Innovative AOLTV Program Guide Makes it Easier than Ever for People to Find What They Want to Watch on TV

AOLTV features an innovative *Program Guide* (or AOLTV Guide,) which organizes and simplifies TV navigation and provides more control for viewers so they can quickly find what they want on TV. The Guide is accessible on the AOLTV Main Menu and also directly from the wireless remote keyboard.

The AOLTV Guide organizes up to 3 days of TV program listings, and simplifies navigation by listing channels and programming into *Mini-Guides* of 11 broad categories—Networks/Local, News, Money, Sports, Kids & Family, Movies, Interests, Music, Shopping, Pay-Per-View and Local Access. By grouping shows of a similar nature into simple categories, the AOLTV Guide makes it faster and easier for viewers to find something they want to watch. The AOLTV Guide and its schedule of current and upcoming shows is interactive, so viewers can use their wireless keyboard or remote control to click on any listing to get a show summary to preview it, or click on the Tune button to see the show. For example, rather than scrolling through a long list of channels as with other TV guides, AOLTV allows viewers to quickly select or change channels in conveniently organized categories by simply clicking on words and graphics.

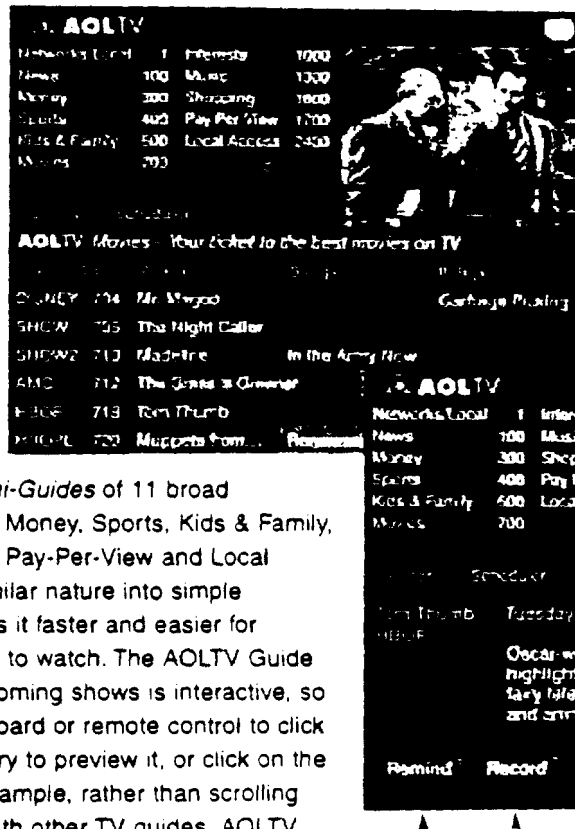
In addition, the AOLTV Guide applies a universal coding method, so those viewers in different geographic locations can easily and quickly navigate to the same programs.

The AOLTV Guide also has a Remind feature, which makes it easy to set a reminder for any show, so viewers will never miss a minute of their favorite program. Shortly before a show airs, AOLTV will remind the viewer to watch by sending a message on a "Notification Bar," which appears at the top of their TV screen when they are signed onto the AOLTV service. In addition, with AOLTV, viewers will never have to program their VCR again. The one touch Record feature works with VCRs to automatically record any show viewers want to watch at a later time, or can record a particular show every week.

Figure 3. AOLTV Program Guide

AOLTV makes it easy for everyone in the family to get the most out of their TV and have a personal, valuable interactive experience.

With the AOLTV Program Guide, members can easily look by category for types of shows that they are interested in.



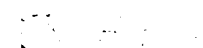
AOLTV ensures that no one misses their favorite programs—they can easily set "reminders" and even "record" shows when they are away from their TV.

Picture-in-Picture Viewing Watch TV & Use AOLTV Features at the Same Time

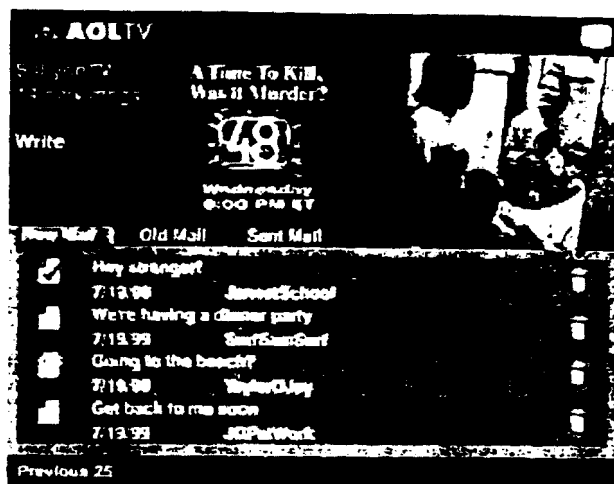
With AOLTV, viewers can preview any channel in Picture-in-Picture (PIP) mode before deciding to watch a show. They can also watch TV through Picture-in-Picture while reading and sending e-mail messages, using the instant message feature, accessing AOLTV Channels, or visiting any Web site.

Figure 4 AOLTV features Picture-in-Picture

viewing—so members can watch TV & use all of the AOLTV features at the same time.



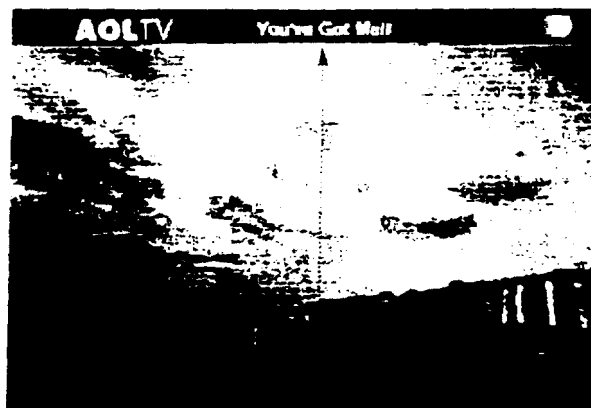
1947: The 1947 World Series brings in television's first mass audience. It was carried in New York, Philadelphia, Schenectady, and Washington, D.C., and was seen by an estimated 3.9 million people—3.5 million of them were in pubs and bars.



Watch a favorite show through Picture-in-Picture while reading and sending e-mail messages.

AOLTV Notification Bar Automatic Alerts for E-mail and Other Features

AOLTV features a Notification Bar, which provides a visual status of different interactive features at the top of the TV screen. The Notification Bar indicates when a member connects online and "signs on" to AOLTV, and also alerts them when they have new e-mail in their mailbox with a visual and audible "You've Got Mail!" message. The Notification Bar also automatically alerts members when they have new rolls of pictures available online, through AOL's "You've Got Pictures" service; when they have an



incoming instant message; and reminds them when their favorite show comes on.

Figure 5 AOLTV's Notification Bar reminds members when their favorite show is on and provides convenient alerts when a member has new e-mail, pictures, or when someone is sending them an instant message.

The Notification Bar never gets in the way of TV viewing - only an AOLTV logo appears in the upper right hand corner of the screen when someone is watching TV full screen. The Bar will appear automatically only when the viewer is watching TV in Picture-in-Picture mode.

Easy Access to E-mail While Watching Television

With AOLTV, members will be able to check their E-Mail when they want while watching TV—comfortably and conveniently. AOLTV offers standard e-mail features including the ability to read, send, reply and forward email messages, as well as save or delete messages. E-mail is accessible from the Main Menu or directly from the wireless remote keyboard.

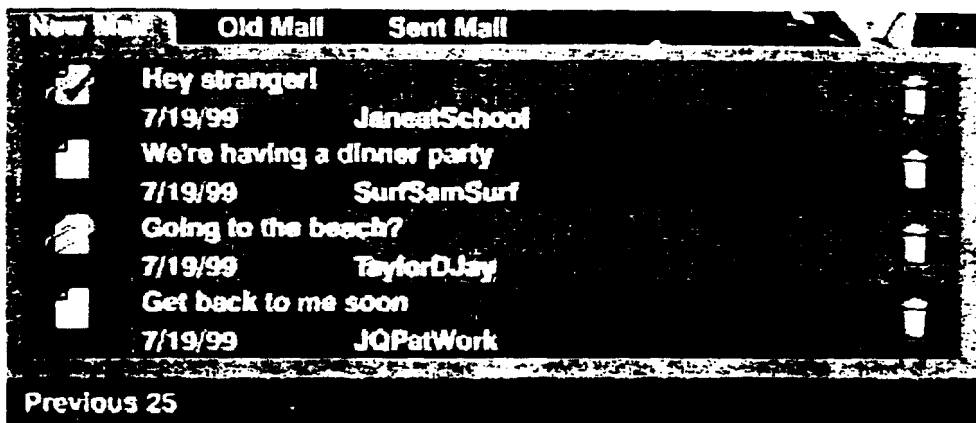
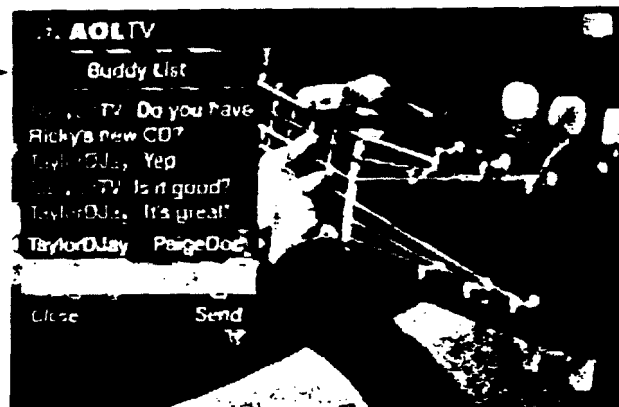


Figure 6: Check e-mail messages on television with AOLTV.

When a member clicks on "E-Mail" from the Main Menu, or on their remote keyboard, AOLTV displays their e-mail messages and provides tabs to view old and previously sent messages.

Buddy List See When Friends and Family are Online

AOLTV enables subscribers to create a personal Buddy List of up to 100 unique Screen Names into ten customized groups, which indicates when people are online and able to receive real-time "instant messages." To send an instant message, users click on a friend's name on their Buddy List, which is accessible on the Main Menu or directly from the wireless remote keyboard, and write a message that will appear on that person's TV (if they have AOLTV) or computer screen—whenever and wherever they are online—instantly.



To see when friends and family are online, members can view their Buddy List, which appears translucent on the screen.

Figure 7: Instant messages on AOLTV

With AOLTV, members can always be in touch with friends and family—to chat in real-time on screen about a show they are both watching, about their day, or just to catch up.

TV Firsts

1950: Color television
broadcasting begins in
the United States

Buddy Lists appear translucent on the screen, so AOLTV members can always know when friends and family are online. It fades or disappears when a member is inactive online, or watching a program.

When using AOLTV, current AOL members will see the same Buddy List as appears on their computer.

Instant Messages

Communicate in Real-Time with Friends & Family

AOLTV allows TV viewers to communicate in real-time with family, friends and colleagues via instant messages, whenever they are signed on to the AOLTV service. They can communicate instantly with other AOLTV subscribers, as well as members of the AOL service and AOL Instant Messenger users - even if those people are on their computer. Instant messages are easy-to-use on AOLTV; members use their wireless remote keyboard to type personal text messages, which appear right on their television screen, and right on the television screen or computer screen of the recipient.

More convenient than making a telephone call and faster than writing e-mail, AOLTV's instant messages allow people to keep in touch quickly, easily and inexpensively with friends and relatives wherever they are around the world, for the cost of a local phone call. For instance, when viewers are watching a popular show, or the Academy Awards—they can send an instant message to friends to say "Hi," or talk about whom they want to win an Oscar. Sports fans and friends can exchange instant messages with each other while watching a big game - and discuss plays and key moments.

AOLTV uses AOL's real-time instant messaging technology, designed specifically to complement TV viewing. Instant text messages lie translucently over the TV viewing area, but are easy to read and respond to. AOLTV members can exchange simultaneous instant messages with up to 12 different people—simple "tabs" make it easy to go between the different on-screen conversations, and a green button indicates when another member has replied to an instant message.

AOLTV Chat

Participate in AOL's Online Chat Discussions

AOLTV offers members the ability to participate in real-time AOL chat discussions—one of the most popular online features and a hallmark of the AOL service. The AOLTV Chat feature is contextually based within each of the AOLTV Channels—so while members are watching a show, they can click on Chat and go directly to a chat discussion on that show with other AOLTV members.

The Chat feature is also easy to access directly from the AOLTV Main Menu. AOLTV members can also participate in one of over 16,000 AOL online chat discussions on variety of topics and talk with others who share their interests. They can initiate a chat about a TV show or other topic, set up a private "Buddy Chat" to converse in real time

with a specific group of friends, and participate in special "Live" chat events with celebrities and others in the news.

In addition to Chat discussions, AOLTV also provides Message Boards - dynamic online forums in which members post messages to get advice and post thoughts and opinions on an array of topics and issues, from health, personal finance, travel, families and more.

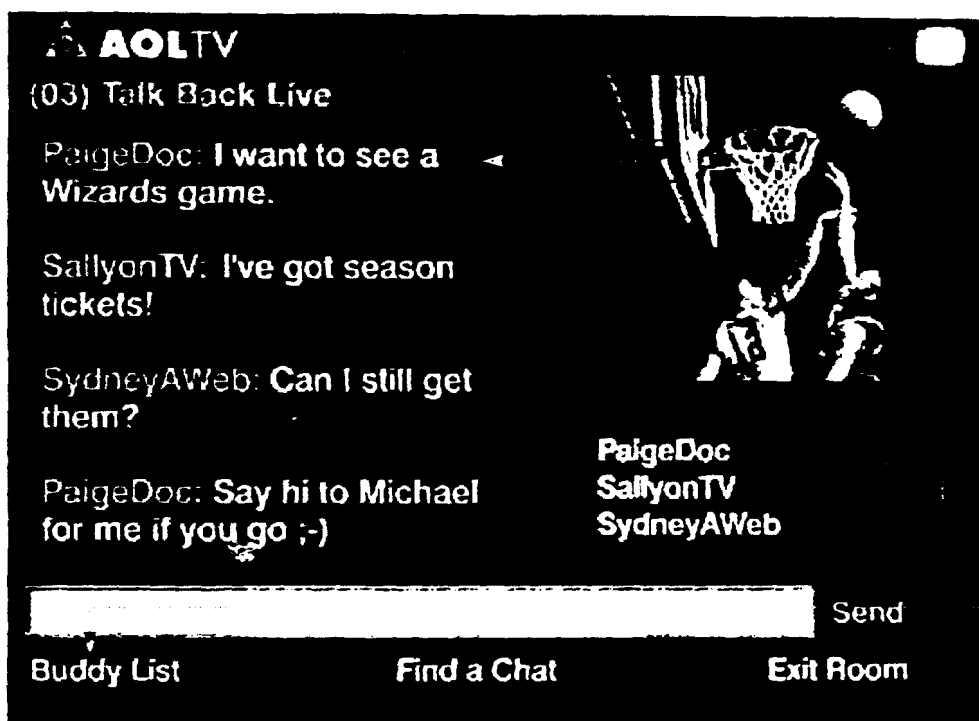


Figure 8 The AOLTV Chat feature

While watching a game, the news, or their favorite program, an AOLTV member can click on "Chat" and go directly to a live online discussion of that show with other AOLTV members.

From the Chat feature, members can access their Buddy List and also find another chat by topic or interest area.

AOLTV Channels

Interactive Content and Programming to Complement TV Shows

AOLTV also offers AOLTV content Channels, which are organized into the same 11 categories as in the AOLTV Guide: Networks/Local, News, Money, Sports, Kids & Family, Movies, Interests, Music, Shopping, Pay-Per-View and Local Access. These AOLTV Channels provide dynamic, interactive content and programming relevant and complementary to TV shows. Members can access the different AOLTV Channels by selecting the Channels button on the Main Menu or directly from their wireless remote keyboard.

From the AOLTV Channels, members can get online content, more information and news on a specific topic or TV show that they are watching, as well as advice and resources on what matters to them and their family. For example, while watching the a news story on TV, viewers can visit the AOLTV News channel to get additional in-depth information

1950: Cable television, CATV
Community Antenna Television
s developed

1953

1953: First time television industry profits exceed radio profits

and commentary, get their local news headlines, take an online poll or vote on a topic. While sports fans are watching a game, they can check out the AOLTV Sports channel to get instant stats, up-to-the-minute scores, highlights and additional coverage for other games and events, even "chat" live with athletes - without changing the channel.

In the Movies channel, viewers can find out more about their favorite celebrities, what's new in Hollywood, get movie reviews, and use AOL MovieFone to see what's playing at their local cinema, buy movie tickets and more. And parents can visit the Family channel to get helpful information and resources, tips for family entertainment and activities, and advice from other parents on everyday questions and concerns.

AOLTV Channels also offer access to AOL's expansive online chat and message board "communities" where people around the world get together to discuss a wide array of topics of interest and the television show that they are currently viewing.

Figure 9 The AOLTV content Channels

Each of the 11 AOLTV content Channels provides enhanced and complementary interactive content to television viewers—including contextual chats, interactive polls, in-depth national and local information, shopping, and much more.

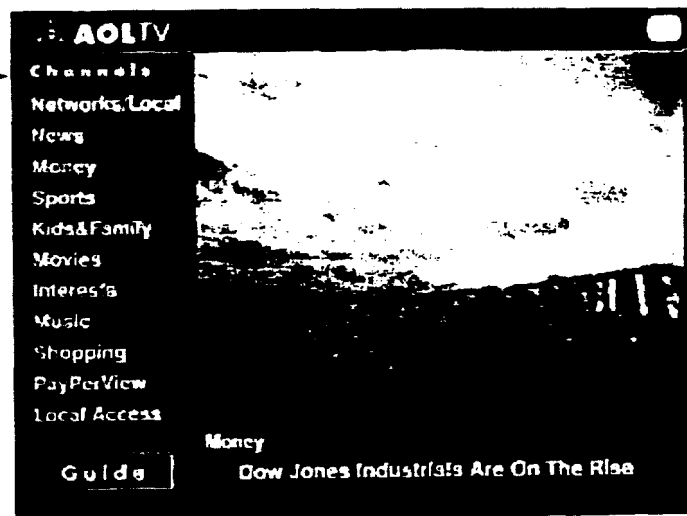
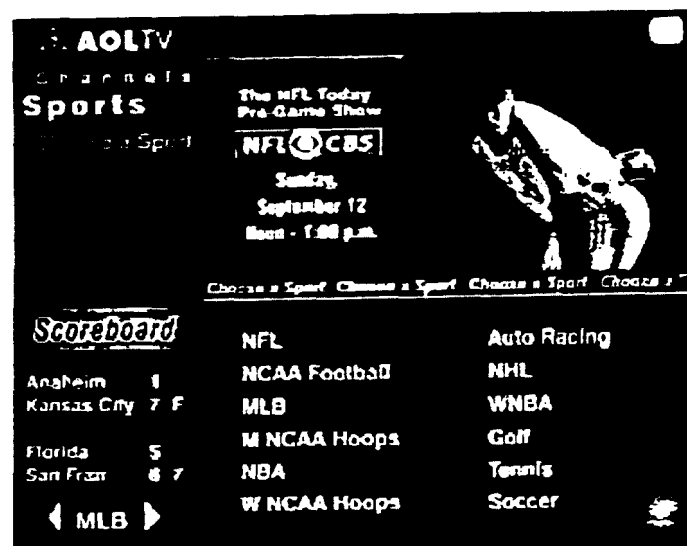


Figure 10 The AOLTV Sports Channel—where members can get up-to-the-minute scores on games and coverage, stats and information from other athletic events



Access AOL Keywords and Explore, Browse, and Search the Web

With AOLTV, members can directly access any AOL Keyword and any Web site from their TV. They can watch TV, surf the Web or do both at the same time. To access the Web, AOLTV members just click Go To on the Main Menu or "Go" on the wireless remote keyboard and type in the Web address. AOLTV also provides integrated Web search capabilities to make it fast and easy for consumers to find what they want online.

AOLTV makes it easy and convenient to visit Web sites on TV, while continuing to watch programs through Picture-in-Picture viewing. Members can also use Picture-in-Picture while checking e-mail, chatting online and visiting AOLTV Channels and more.

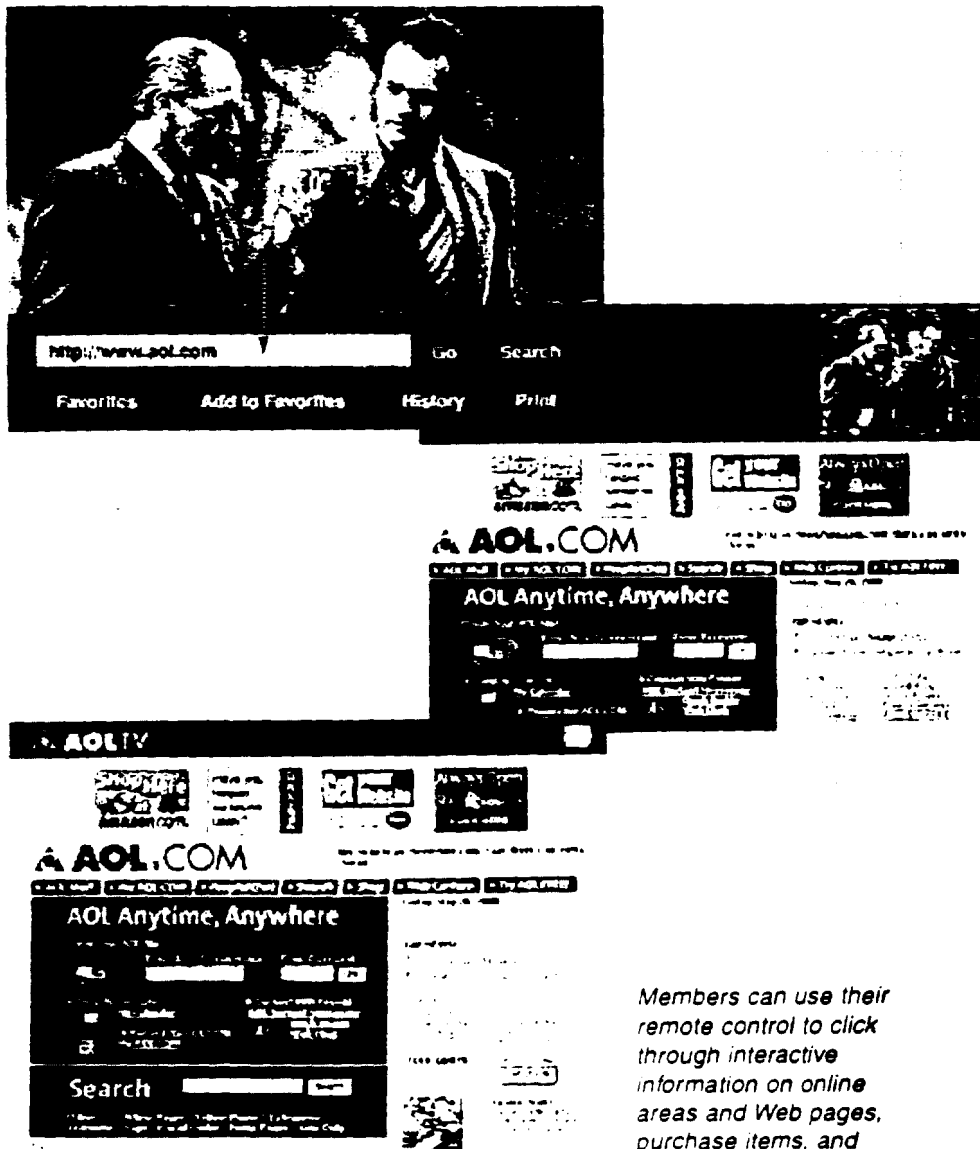


Figure 11: Access AOL Keywords and Web sites right on television, with AOLTV

While watching a commercial, the news, or any TV program, a member can access any AOL Keyword or go to any Web site. With AOLTV, members can watch TV in Picture-in-Picture mode, or maximize the Web site to full screen.

TV Firsts

1968: First time color TV sets outsell black and white sets

Members can use their remote control to click through interactive information on online areas and Web pages, purchase items, and search for information.

AOL(2)000460

Favorites Places

Fast Access to Specific Information and Services

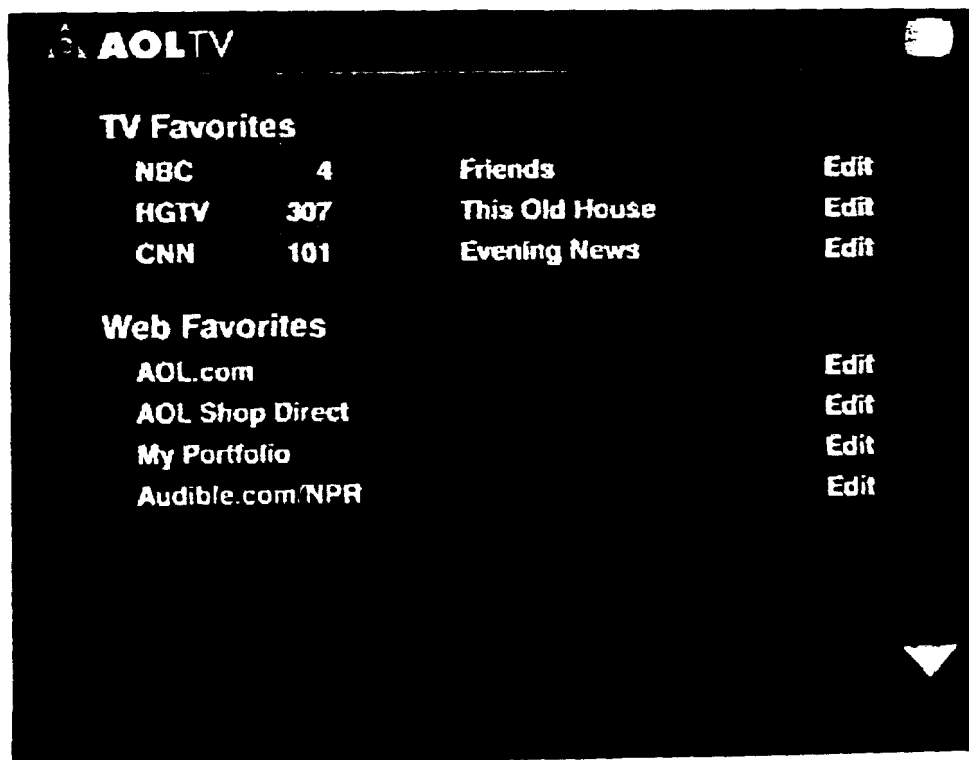
1969: The first episode of Sesame Street to be shown on television aired on November 10

AOLTV makes it easy for members to access features and services they use often with AOLTV's Favorites feature. Members can "bookmark" and save favorite TV channels, areas on AOLTV, Web sites, their personal stock portfolios and more—to make it fast and convenient to access them whenever they want. Members can go to their favorite film channel—without having to remember the channel number. If a member clicks on a TV show that is saved within their Favorites list, and the show isn't currently on, it will automatically display the time when this show will be on, and can provide a reminder on their TV screen shortly beforehand.

AOLTV members can also go directly to a Web site without having to remember the Internet address—with one easy click. "Favorites" are accessible on the AOLTV Main Menu or directly from the wireless remote keyboard.

Figure 12:
AOLTV Favorites

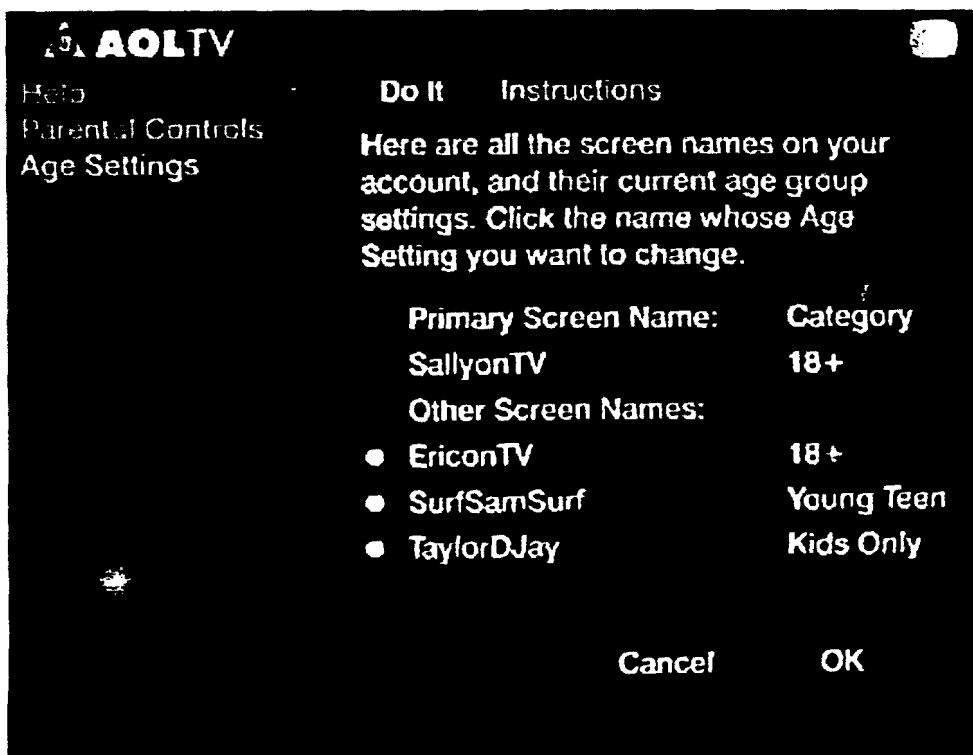
AOLTV members can quickly and easily customize and access their everyday favorites—from TV shows and channels, to their personal portfolio, AOL Keywords and Web sites they frequently visit, and more.



Built-in Parental Controls and Other Family-Friendly Features for a Safe Online Experience

AOLTV takes extra steps to protect the safety and privacy of children by including AOL's leading Parental Controls feature, which helps parents make their children's online experience as safe as possible. Parental Controls are customizable so parents can choose how they want to limit a child's access to the Web and use of specific features, such as e-mail, instant messages and chat. AOLTV members use their "master" Screen Name to access and customize Parental Controls from "Help and Set up" on the Main Menu, or at Keyword: Parental Controls.

AOLTV also provides a secure interactive experience and leading privacy protection to ensure that all communications and online activities remain private and safe for every member. AOL is committed to protecting consumers' personal privacy and has a Privacy Policy in place to ensure the security of members whenever they use AOL or AOLTV—24 hours a day, seven days a week, 365 days of the year.



© 1998 AOL

1975: Saturday Night Live
Premieres and Home Box Office
Launches

Figure 13: AOLTV
Parental Controls

AOLTV's Parental Controls help parents safeguard their children's online experience.

For any Screen Name on their AOLTV account, a parent can customize access by age range, or set limits for access to specific features, including e-mail, the instant message feature, chat and the Web.

1980

1980: CNN launches, bringing the concept of 24-hour news to cable television.

You've Got Pictures Share Photos Easily Online

Developed in partnership with Eastman Kodak, the You've Got Pictures™ service lets AOLTV members choose to have their pictures delivered online, which they can then view on their television. When AOLTV members' photos arrive, they will be notified with a visible and audible "You've Got Pictures!" message at the top of their TV screen. The You've Got Pictures feature is directly accessible from "Pictures" on the AOLTV Main Menu.

Already available on the AOL service, You've Got Pictures has transformed the way people look at pictures and makes sharing photos with friends and family as easy as sending e-mail—but even better. Perfect for get-togethers, birthday parties, family reunions or any occasion, You've Got Pictures makes sharing photos and memories fun and easy. AOLTV members can also conveniently order reprints, enlargements and photo gifts online from their TV as well.

Figure 14: AOL's You've Got Pictures feature on AOLTV is perfect for family get-togethers and parties.

When members have their film delivered online, they can view different rolls, pictures and buddy albums.

AOLTV			
Rolls	My Pictures	Buddy Albums	
	Name of Album	Owner of Pictures	#
•	Family Vacation	SallyonTV	24
•	Paris in Spring	PaigeDoc	36
•	Graduation	JOPatWork	24
•	Labor Day	JaneatSchool	24

Create and show off a photo album, with captions—right on TV, even e-mail them to share with others or order reprints and gifts online.



Shop@AOL

Convenient Shopping for Items and Services Around the World

AOLTV offers Shop@AOL the most convenient and secure one-stop shopping resource available online. With Shop@AOL, AOLTV members can point, click and buy items online right from their TV, from more than 300 AOL merchant partners.

Shop@AOL features include convenient searching, live product simulations, gift ideas and exclusive offers, and catalogs for holidays, kids, toys, luxury items and more. Exclusive AOL Customer Care features include, concierge shopping services, 24 hour live customer assistance and advice from experts, AOL Gift Certificates and AOL's 100% Guarantee of Safety and Satisfaction.



Figure 15. Shop@AOL and the AOLTV Shopping Channel—convenient and secure one-stop shopping online.

Shop by category and search for specific items.

AOLTV members benefit from AOL's 24 hour live customer assistance and our 100% Guarantee of Safety and Satisfaction.

TV Firsts

1981: MTV premieres
—eventually influencing
prime-time programming,
advertising, radio, movies
and fashion

AOL(2)000464

TV First

*1990: Seinfeld premieres.
The "show about nothing"
—actually about the minutiae
in the lives of four self-
absorbed single people
—becomes a much-imitated
phenomenon and breathes
new life into the
sitcom genre.*

AOL "Quick Checkout" *Safe, Secure Online Wallet Technology*

Shopping and e-commerce transactions on AOLTV use AOL's Quick Checkout, which protects consumers and their information while they shop - guaranteed. America Online was one of the first companies to recognize the need for an easy express payment system for online purchases. AOLTV provides AOL "Quick Checkout," an electronic wallet that provides a streamlined online shopping process and requires less time to complete a transaction.

With AOL Quick Checkout, AOLTV members can enter their credit card and shipping information just once and AOL securely stores that information. Members can enter several billing addresses - to make it easy when shopping for gifts to send to friends and family. Then whenever they are shopping online with AOL's many merchants, they can check out quickly and conveniently.

AOLTV Customer Service

AOLTV provides an Online Help feature, accessible from the Main Menu—to make it fast and easy for members to get answers to questions they may have. AOLTV also provides Toll-Free customer service at 1-800-810-4665, which is available for AOLTV members 24 hours a day, 7 days a week.

AOLTV Equipment & Instructions

AOLTV is a complete interactive service from America Online, to which consumers will need to subscribe. All that consumers need to operate AOLTV is a television and a phone line; everything else is provided with the service, including:

- The AOLTV Set-top Box with 56K Modem
- Infrared Wireless Remote Keyboard
- Standard, Universal Remote Control
- Coaxial/RCA cables
- Phone line/phone Splitter
- Quick Setup Guide and Video

AOLTV Connectivity

AOLTV will be available on a number of platforms, and the baseline connectivity for the AOLTV service will utilize AOL's current nationwide dial-up network.

In addition, AOL is working with current manufacturing partners to support a number of high-speed options. As part of the hardware requirements, all of the AOLTV set-top boxes will offer a USB port, which supports DSL, cable or a 56K-modem dial-up connection.

AOLTV Availability

America Online will promote AOLTV online through the AOL service and is also working closely with our partners to make AOLTV set-top boxes available in retail stores.

AOLTV Partners

Manufacturing

AOL is working with DirecTV, Hughes Network Systems, Philips Electronics and Liberate Technologies (formerly Network Computer, Inc.), and TiVo to develop the set-top boxes for the AOLTV service.

Programming & Broadcast Partners

AOL is working with existing and potential broadcast partners to deliver compelling, interactive content to consumers via AOLTV, to continue enhancing the television viewing experience. Our partners can leverage this opportunity to provide programmed, contextual chats, e-commerce and online polling and other, new innovative interactive features.

AOL will provide broadcasters, interested in developing for AOLTV, with an AOLTV Development Kit that outlines all of the programming specifications and hardware they need to design Web sites to leverage the unique attributes of the AOLTV service.

Timeline

2000: AOLTV™ introduced

*For more information
and electronic images,
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Launching a New Era in Television

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